



WTIC-TV

ORDER

Print Date 09/20/12

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Flight Dates 10/08/12-10/14/12

Contract / Revision 389218 /

Original Date / Revision
09/20/12 09/20/12

Advertiser A Roraback/R/5th D/Cong

Agency Jamestown Associates

Buying Contact

5 Mapleton Road
Suite 300
Princeton, NJ 08540Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Product
RORABACK FOR CONGRES

Agency Com 15%

Billing Contact
5 Mapleton Road
Suite 300
Princeton, NJ 08540Sales Office TWDC
Sales Region National
Agency Ref

Order Sep 00:15:00

Estimate # 5th DISTRICT

Alt Order # 06327466

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL4

Priority 03

Advertiser Ref

Order Share 10% Market Value 96050

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	39%	37459
4WVIT	21%	20170
5WTNH	30%	28815
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	32	\$8,164.25	\$9,605.00	0.00	10/01/12	10/14/12	32	\$8,164.25	\$9,605.00
Totals	32	\$8,164.25	\$9,605.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	10/08/12	10/12/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	MTWTF--	:30	3	\$160.00	03	0.00	NM	3	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--					3	\$160.00		0.00			
E 2	61	10/08/12	10/12/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	MTWTF--	:30	5	\$75.00	03	0.00	NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--					5	\$75.00		0.00			
E 3	61	10/08/12	10/12/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	MTWTF--	:30	5	\$50.00	03	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--					5	\$50.00		0.00			
E 4	61	10/08/12	10/12/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	MTWTF--	:30	5	\$150.00	03	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--					5	\$150.00		0.00			
E 5	61	10/08/12	10/12/12		CM	7p-730p	MTWTF--	:30	2	\$300.00	03	0.00	NM	2	\$600.00



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Contract / Revision **389218** Flight Dates **10/08/12-10/14/12**

Hiatus Dates

Original Date / Revision 09/20/12/ 09/20/12

Order Sep 00:15:00

Advertiser **A Roraback/R/5th D/Cong** Product **RORABACK FOR CONGRE!** Estimate # **5th DISTRICT**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 7p-730p M-F 7p-730p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--					2	\$300.00		0.00			
E 6	61	10/08/12	10/12/12	M-F News at Ten News at Ten	CM	10p-11p	MTWTF--	:30	5	\$1,100.00	03	0.00	NM	5	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--					5	\$1,100.00		0.00			
E 7	61	10/08/12	10/12/12	M-F News at 11pm News at 11pm	CM	11p-1135p	MTWTF--	:30	5	\$250.00	03	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--					5	\$250.00		0.00			
E 8	61	10/14/12	10/14/12	Su 11p-1130p Sun 11p-1130p	CM	11p-1130p	-----1	:30	1	\$250.00	03	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----1					1	\$250.00		0.00			
E 9	61	10/14/12	10/14/12	Fox News Sunday Su 9a-10a Fox News	CM	9a-10a	-----1	:30	1	\$150.00	01	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----1					1	\$150.00		0.00			
													Totals	32	\$9,605.00